

**Tuesday, September 2, 2008**

## TMS Pays Tribute To More Than 60 Military Personnel In Opening "Speeding To Help" Community Outreach Event

- **Tony Stewart "Smoke Show" Now Tops \$260,000 In Money Raised For Speedway Children's Charities-Texas Chapter**
- **Kyle Petty Receives Dallas All Sports Association Motorsports Award**
- **Gossage Named To Select Panel With France, George For Annual Motorsports Marketing Forum**

**FORT WORTH, Texas (Sept. 2, 2008)** - Texas Motor Speedway kicked off its "Speeding To Help" community outreach program in patriotic fashion Tuesday as "The Great American Speedway!" provided some racing thrills for more than 60 military personnel.

Texas Motor Speedway partnered with the United Service Organizations of Dallas/Fort Worth to provide a break for the men and women defending our freedom with Team Texas two-seater, stock-car rides in excess of 150 miles per hour around the 1.5-mile, high-banked oval.



"The USO was so thrilled when Texas Motor Speedway reached out to us and asked us to partner with Team Texas Driving Experience to provide this opportunity for our troops," USO DFW Special Event Coordinator **Meagan Bergeron** said. "This is absolutely a unique opportunity. We were so excited just to be able to offer this to the troops. It is a thrill of a lifetime for them. The mission of the USO is to provide for the morale of the troops and this is certainly doing that."

"Every single one of them that has been climbing out of the cars has been grinning ear to ear. This is a great opportunity to remind them that the American public and organizations like TMS and Team Texas are supportive and thankful for what they are doing. These groups are really making the effort to reach out to them and show them that support."

Military members from the Army, Navy, Air Force, Marines and National Guard were thanked by the entire TMS staff that waved miniature American flags and shouted encouragement as they walked through a special receiving line en route to Victory Lane for a special photo opportunity with the U.S. Army stock car. They also enjoyed lunch and were surprised with a special gift as Texas Motor Speedway President **Eddie Gossage** presented each military guest with two complimentary frontstretch tickets to the Dickies 500 NASCAR Sprint Cup Series race on Nov. 2.

## UPCOMING Events

**WEDNESDAY, SEPT. 10:** Cut to the Chase media luncheon, Texas Motor Speedway condominium clubhouse, 12:45 p.m. Texas Motor Speedway President Eddie Gossage and SMI Chairman Bruton Smith will be joined by several Chase participants via satellite from the Hard Rock Café in New York City.

**TUESDAY, SEPT. 16:** TMS "Speeding To Help" community outreach program visits The Children's Hospital in Dallas, 10:15 a.m. TMS President Eddie Gossage, Sparky the speedway mascot and speedway volunteers will be handing out toys to the children in the clinics as well as participating in a craft session in the playrooms.



### Dickies 500 Weekend Schedule At A Glance

**TUESDAY, OCT. 28:** TMS credential office opens, 9 a.m. – 5 p.m.

**WEDNESDAY, OCT. 29:** TMS credential office open, 9 a.m. – 5 p.m.

**THURSDAY, OCT. 30:** TMS credential office open, 7 a.m. – 7 p.m. NASCAR Craftsman Truck Series practice, 12:30-1:45 p.m.; Craftsman Truck Series final practice, 2:15-3:30 p.m.; 7-Eleven  
(continued)

Tuesday, September 2, 2008

"This is a wonderful opportunity for us to reward the men and women that serve and protect our freedom," Gossage said. "Without the sacrifice and commitment of these individuals, we wouldn't be where we are today. We wanted to show them our gratitude in some way and we hope they had a memorable time today at 'The Great American Speedway!'"



A dozen Army soldiers from the USO's Rest and Recuperation Program, along with military personnel from the Naval Air Station Joint Reserve Base in Fort Worth and Sheppard Air Force Base in Wichita Falls, were among the 60-plus who participated in Tuesday's activities.

The event was a complete surprise to the soldiers in the USO "R & R" program. The soldiers flew into Dallas/Fort Worth Airport from various parts of the country en route to being deployed overseas Tuesday afternoon, but time was made for them to take part in the visit to the speedway.

"The USO in coordination with Texas Motor Speedway called me up and said, 'Hey, we have an opportunity for these service members to participate in a NASCAR experience' and I was all for it," Army Major **Patrick McAfee** said. "It was just an incredible experience. The guys out here just couldn't believe they got the opportunity to do such a neat event."

One of those was Corporal **Jaime Melendez** of the U.S. Marines, who was heading back to Iraq for his fourth tour of duty.

"This was awesome. This is the first time that anything like this has ever happened for me, and I loved it and appreciated it," Melendez said. "It was so intense. I felt like I could just reach out and touch the wall. It was awesome - I want to do it again."

The visit by the USO of Dallas/Fort Worth was the first of four events during the month of September that comprise the speedway's recently announced "Speeding To Help" community outreach program. The program, which provides volunteer help from TMS employees for important causes in the Metroplex during this month, continues on Tuesday, Sept. 16 with a visit to the Children's Hospital in Dallas. That event will be followed by the TMS staff working together with Habitat for Humanity to frame a house in Fort Worth on Wednesday, Sept. 24. The final visit will take place at the Ronald McDonald House of Fort Worth on Monday, Sept. 29.

## TX SCC CHAPTER RECORD "SMOKED"

**Tony Stewart's** inaugural "Smoke Show" fantasy camp for fans established a single-day record for Speedway Children's Charities-Texas Chapter when it was held last Tuesday at Texas Motor Speedway, and that charitable total has continued to grow.



On the day of the event, it was announced that Stewart set a record for the highest-grossing single-day event in the history of the chapter at \$217,000, but that total has grown substantially thanks to a successful silent auction of signed Stewart items and additional donations from some of the fantasy participants. In addition to those several individual donations, the silent auction raised \$34,200 to bring the grand total of the event to \$261,550.

Qualifying for the Craftsman Truck Series, 7 p.m.

**FRIDAY, OCT. 31:** TMS credential office open, 7 a.m. - 8 p.m. NASCAR Nationwide Series practice, 9-10:15 a.m.; Nationwide Series final practice, 10:40-11:55 a.m.; NASCAR Sprint Cup Series practice, Noon-1:30 p.m.; 7-Eleven Qualifying for the Sprint Cup Series, 3:40 p.m.; 7-Eleven Qualifying for the Nationwide Series, 5:35 p.m.; Silverado 350k Craftsman Truck Series race (147 laps, 220.5 miles), 8 p.m. Race broadcast partners: TV-SPEED (national/local); Radio-MRN (national)/KLLI Live 105.3 FM (local).

**SATURDAY, NOV. 1:** TMS credential office open, 9 a.m. - 2:30 p.m. Sprint Cup Series practice, 11:30 a.m. - 12:15 p.m.; Sprint Cup Series final practice, 12:50-1:50 p.m.; O'Reilly Challenge Nationwide Series race (200 laps, 300 miles), 2:30 p.m. Race broadcast partners: TV-ESPN2 (national/local); Radio-PRN (national)/KLLI Live 105.3 FM (local).

**SUNDAY, NOV. 2:** TMS credential office open, 8 a.m. - 2:30 p.m. Dickies 500 pre-race show begins, 11 a.m.; Dickies 500 Sprint Cup Series race (334 laps, 501 miles), 2:30 p.m. Race broadcast partners: TV-ABC (national)/WFAA (local); Radio-PRN (national)/KLLI Live 105.3 FM (local).

Note: All Times Central.





Tuesday, September 2, 2008



Tony Stewart

"It's a lot of fun to do what we're doing here and give people who have raised a lot of money for charity the opportunity to see what it is like on a race day for a driver," Stewart said. "From going to the driver's meeting, to going through driver introductions, the National Anthem, the ride-along in the back of the truck, to having their own race, and also getting the chance to ride four laps with me is hopefully something that they are as excited about doing as we are. It's a long day, but it is a fun day. Knowing that we raised more than \$200,000 in one day is awesome."

And what was the best part of the "Smoke Show" for Stewart?

"The best part is every time I took somebody for a ride was to hear their reactions once it's over. That was great," Stewart said. "To hear how excited they are when they get out of the car has really been the highlight for me."

## TX EASY RIDER

Kyle Petty will be the recipient tonight of the annual motorsports award that is presented during the Dallas All Sports Association awards banquet being held at the Fairmont Hotel in Dallas.

Petty, in the midst of his 30th season in the NASCAR Sprint Cup Series, is being lauded for his NASCAR career as well as his charitable causes, in particular the Victory Junction Camp and his "Charity Ride Across America." He joins previous winners **Greg Ray** (2000), **Bobby Labonte** (2001), **Tony George** (2002), **Sam Hornish Jr.** (2003), **Eddie Gossage** (2004), **Bruton Smith** (2005), **Terry Labonte** (2006) and **Jeff Burton** (2007).

"It is truly an honor to win this award," Petty said. "The Dallas All Sports Association does great work with scholarships for underprivileged kids who may not have the chance to go to college without their help. Two of my teammates this year, Terry and Bobby Labonte, have both won it so that gives Petty Enterprises three winners. I don't think there are any other sports organizations that can claim that."

Texas Motor Speedway President **Eddie Gossage** traditionally awards the honor, but found the ideal presenter that has a special tie to Dallas and Petty. Gossage selected former Dallas Cowboys running back **Herschel Walker**, who is an annual participant on the charity ride along with Gossage, to present Petty with his award.

"Herschel is a great friend and supporter of the Kyle Petty Charity Ride so it's nice that he will be presenting me the award," Petty said. "I appreciate Eddie allowing him to do it. I know Eddie likes to get up in front of a crowd, so I'm a little surprised that he is stepping aside for Herschel. I just feel blessed that I have two great friends - who are great people - that could present the award to me."

The All Sports Awards Banquet is a celebration of scholarship and sports excellence that honors national and regional sports figures with numerous awards and honors while also honoring deserving underprivileged youth with college scholarships.

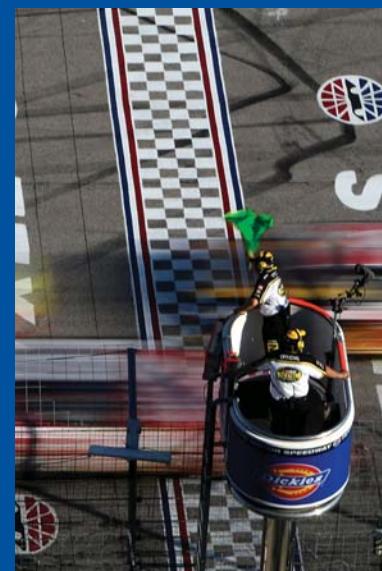


Kyle Petty



## About Texas Motor Speedway

Texas Motor Speedway, with a crowd capacity in excess of 200,000, is among the largest sports stadiums in America and features an array of amenities that make it one of the premier venues in the world of sports. Known as "The Great American Speedway!," the 1.5-mile superspeedway located in Fort Worth plays host to two races in the NASCAR Sprint Cup Series, Nationwide Series and Craftsman Truck Series as well as one in the Indy Racing League IndyCar Series. The attendances for the NASCAR Sprint Cup events since the facility opened in 1997 annually rank among the largest sporting events in the United States. Texas Motor Speedway is owned and operated by Speedway Motorsports, Inc. a publicly traded company that is a leading marketer and promoter of motorsports entertainment in the United States.





Tuesday, September 2, 2008

## ✚ POWER BROKERS

Texas Motor Speedway President **Eddie Gossage** will join NASCAR Chairman and CEO **Brian France** and Indy Racing League founder and CEO **Tony George** to form the prestigious panel for the ninth annual Motorsports Marketing Forum set for Dec. 2-3 at the Westin New York at Times Square. The event will feature in-depth panel discussions and case studies examining changes in motorsports and also be highlighted by one-on-one interviews with these industry leaders.

"This forum is a great time for leaders of our sport to share ideas, opportunities and concerns facing our industry," Gossage said. "Being one of three people asked to participate in this forum – the other two being the CEOs of NASCAR and the Indy Racing League – will give me a chance to offer the position seldom heard from an important, vital component of our industry, the racing promoters. No one has invested more in our sport than the promoters that build these huge, expensive venues – not even the teams. It is great that I can represent the people that invest the most, but are seldom heard."



Eddie Gossage



Brian France



Tony George

## ✚ DIGGING UP SOME DIRT

The Pro-Cuts Texas World Dirt Track Championship will return in 2009 and the three-day event is set for Feb. 26-28 at the Texas Motor Speedway Dirt Track. The championship, which attracts more than 200 entries, features Modified, Limited Modified and SUPR divisions and is the second-largest dirt modified event in the United States. **Randy Timms** captured the Modified championship this year while **Paul White** earned the Limited Modified title.



Texas Motor Speedway Dirt Track

## ✚ DRIVING FORCE

Texas Motor Speedway and its Speedway Children's Charities chapter will take part in The NASCAR Foundation's third annual Blood & Marrow Drive Presented by Nationwide Insurance on Thursday, Sept. 11. The drive, the largest of its kind in the motorsports industry, is a partnership between The NASCAR Foundation, Jimmie Johnson Foundation, Hendrick Marrow Program and 30 NASCAR Sprint Cup, Nationwide and local tracks.

TMS will hold their drive on the fourth floor of The Speedway Club administration building from 11 a.m. to 6 p.m. CT and it will benefit the Carter Blood Care and the National Marrow Donor Program at Cook Children's Hospital.

In 2007, The NASCAR Foundation Blood & Marrow Drive collected 3,410 pints of blood and added 1,031 new members to the National Donor Program Registry from 24 participating speedways. More than 38,000 blood donations are needed daily and approximately 6,000 people every day are searching for a marrow match. The drive has collected enough pints of



Tuesday, September 2, 2008

blood and names for the National Marrow Donor Program Registry to potentially save more than 17,000 lives since its launch in 2006.

For more information, contact Wendy Odenbach-Lee (817-538-0882) or Brandi Thompson (817-538-0855) from Speedway Children's Charities.

## ♣ Last Lap . . .

7-Eleven Family 4-Packs – four tickets, four hot dogs and four Cokes – for the Dickies 500 NASCAR Sprint Cup Series race at Texas Motor Speedway on Nov. 2 are on sale for \$159. To order, call the TMS ticket office at (817) 215-8500. . . . 2009 season tickets, which consist of 11 days of racing and the exclusive Aaron's Fandango fan event, begin as low as \$279 for frontstretch seating and are currently on sale. To order, please call the TMS ticket office (817-215-8500) or visit [www.texasmotorspeedway.com](http://www.texasmotorspeedway.com). . . . WinStar World Casino recently agreed to a multi-year deal with Texas Motor Speedway to become the title sponsor of the June NASCAR Craftsman Truck Series event, replacing Sam's Town. No financial terms of the deal were disclosed. WinStar World Casino is located in Thackerville, Okla., just 75 minutes north of the Dallas/Fort Worth Metroplex. WinStar World Casino, in the midst of an expansion project that will transform it into Oklahoma's largest casino, will double in size to 519,000 total square feet, including 380,000 of gaming action. The facility will feature over 6,000 electronic gaming machines, more than 100 poker and blackjack tables, a 1,500-seat bingo hall, off-track betting, several restaurants, the expanded 2,500-seat WinStar World Casino Global Events Center and a golf course designed by former PGA Tour veteran **D.A. Weibring**. . . . The annual Lone Star Legends Awards Banquet will be held Friday, Oct. 31 in the Grand Ballroom of The Speedway Club to honor the 2008 division champions. Champions will be honored in seven classes: Bandolero Bandits, Bandolero Young Guns, Legends Young Lions, Legends Semi-Pro, Legends Masters, Legends Pro and Thunder Roadster. For more info, contact Cameron Branch at (817) 255-6027 or [cbranch@texasmotorspeedway.com](mailto:cbranch@texasmotorspeedway.com).

## For Additional Information

For additional information, please contact the Texas Motor Speedway Media Relations Department at (817) 215-8520 or [pr@texasmotorspeedway.com](mailto:pr@texasmotorspeedway.com).

—END—

